

Message Text

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PAGE 01 BERN 01465 070928Z
ACTION EUR-12

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EO 11652: NA
TAGS: BEXP BTRA SZ
SUBJ: FOREIGN BUYER PROGRAM: RAD 77 - GROUP TRIO TO CONFERENCE
AND EXPOSITION OF RADIOLOGICAL SOCIETY OF NORTH AMERICA
(RSNA), CHICAGO, NOV 27-DEC 2, 1977

REF: USDOC 773, BERN 92

1. SUMMARY: EMBASSY BER, IN COOPERATION WITH SWISS
SOCIETY FOR RADIOLOGY AND NUCLEAR MEDICINE, PLANS TO ORGANIZE
TRIP TO SUBJECT EVENT FOR GROUP OF FIFTEEN SWISS RADIOLO-
GISTS AND NUCLEAR MD'S. INFO ADDRESSEE POSTS MAY WISH TO
COOPERATE IN THIS EFFORT. END SUMMARY.

2. SWISS CCP INCLUDE CAMPAIGN ON HEALTH CARE EQUIPMENT
IN WHICH US RADIOLOGICAL AND NUCLEAR DIAGNOSTIC AND
TREATMENT EQUIPMENT ARE IDENTIFIED AS SEGMENTS WITH
EXCEPTIONALLY HIGH SALES POTENTIAL. SUBJECT EVENT CON-
SISTING OF REFRESHER COURSE, ACADEMIC SEMINARS AND
SCIENTIFIC SESSIONS, AS WELL AS EXPOSITION ON MEDICAL
EQUIPMENT, HAS BEEN MODERATELY WELL ATTENDED IN PAST
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YEARS BY INTERNATIONAL VISITORS SEEKING LATEST EQUIPMENT
AND TECHNOLOGY IN X-RAY DIAGNOSIS AND TREATMENT. THIS
EVENT IS HIGHLY REGARDED BY RADIOLOGISTS WORLD-WIDE.
SWISS SOCIETY FOR RADIOLOGY AND NUCLEAR MEDICINE WILL
HELP PROMOTE GROUP TRIP. THIS TRIP WILL GIVE TIMELY
EXPOSURE TO U S EQUIPMENT MANUFACTURERS WHO NOW FACE
SERIOUS COMPETITION ON EUROPEAN MARKET.

3. EMBASSY BERN HAS WORKED OUT TWO TENTATIVE PROGRAMS FOR FB TRIP. PROGRAM A WOULD TAKE GROUP FROM ZURICH TO CHICAGO VIA NEW YORK TO ATTEND CONFERENCE AND EXPOSITION ONLY. DURATION WOULD BE 9 DAYS. PROGRAM B WOULD BE SAME AS A PLUS PLANT AND TECHNICAL VISITS IN CLEVELAND AND HARTFORD (AT PICKER X-RAY), POSSIBLY CLINIC IN WASHINGTON DC AND/OR FLORIDA, FOR TOTAL OF 15 DAYS. TENTATIVE PRICES ARE FROM \$800 TO \$1,200 ROUND TRIP INCL FIRST CLASS HOTELS.

4. BY LETTER DATED MAR 10, 1977, TO GEORGE F SCHUYLER, DIR OF SCIENTIFIC MEETINGS, RSNA (COPY SENT TO BILL CORFITZEN, FB, OED), EMBASSY BERN INFORMED RSNA OF PLANS TO ORGANIZE FB TRIP. OUR LETTER REQUESTED SUGGESTIONS TO VISIT RADIOLOGICAL AND/OR NUCLEAR MEDICINE DEPARTMENT IN CLINICS IN CHICAGO AREA, WASHDC, AND MIAMI. LETTER ALSO REQUESTED COPIES OF PROSPECTUS FOR 1977 MEETING TO BE AIRMAILED TO BERN.

5. ACTION REQUESTED FROM COMMERCE: PLEASE INFORM SCHUYLER AT RSNA THAT PLANS FOR ORGANIZING FB GROUP ARE MATERIALIZING AND THAT WE WOULD WELCOME SUGGESTIONS FOR VISITS AS DESCRIBED IN OUR LETTER MAR 10. INFORM SCHUYLER THAT VISITS AT PLANTS AND CLINICS CAN BE ARRANGED BY EMBASSY BERN WITH U S MANUFACTURERS. SWISS REP OF PICKER HAS ALREADY ASCERTAINED THAT VISITS TO CLEVELAND AND HARTFORD PLANTS OF PICKER ARE FEASIBLE INCL VISIT TO X-RAY DEPT OF CLEVELAND CLINIC. VISIT TO CLINIC USING UNCLASSIFIED

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VARIAN SCANNER MIGHT BE POSSIBLE IN MAIMI. AIRPOUCH SOONEST FIVE COPIES OF PROSPECTUR FOR 1977 RSNA MEETING.

6. ACTION REQUESTED FROM INFO ADDRESSEES: WE WOULD WELCOME YOUR COOPERATION IN PROMOTING SUBJECT FB TRIP. PARIS: TRIP COULD BE PROMOTED ON OCCASION OF HEALTH CARE EQUIPMENT SHOW AT TRADE CENTER, MAY 31 - JUN 2. BONN: SAME FOR U S EXHIBITION AT INTERHOSPITAL, JUN 7-10. TRIP MIGHT ALSO BE PROMOTED AT COMPUTER TOMOGRAPHY SYMPOSIUM SCHEDULED AT HEIDELBERG, SEP 29-OCT 1, 1977, CO-SPONSORED BY LENKUNGSAUSSCHUSS COMPUTERTOMOGRAPHIE DES DEUTSCHEN KREBSFORSCHUNGSZENTRUMS AND UNIVERSITIY CLINIC OF HEIDELBERG, AT WHICH 6 TO 8 U S LECTURERS AND SOME 700 ATTENDEES ARE EXPECTED. THE EUROPEAN SOCIETY FOR RADIOLOGY WILL BE A SPONSOR OF HEIDELBERG SEMINAR. ALL INFO ADDRESSEES: PLEASE ADVISE SOONEST WHETHER PROPOSED TRIP IS OF INTEREST TO YOUR POST. IF SO, WE SHALL SEND YOU COPIES OF FLIER-INVITATIONS EARLY IN MAY. ADVISE HOW MANY COPIES FLIER-INVITATION

YOU WILL NEED. DAVIS

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